

World Demographic & Ageing Forum

2022 – 10 Years to Shape the Demographic Shift!

8th World Demographic & Ageing Forum
August 27-30, 2012
University of St. Gallen, Switzerland

Report



WDA Forum
World Demographic & Ageing Forum

Forever Young – How does Innovation Contribute to a Longer Quality of Life?

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WDA Forum

World Demographic & Ageing Forum





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WDA Forum

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The Spirit of the WDA Forum





2022 – 10 Years to Shape the Demographic Shift

The demographic transition is a fact. The world population has reached 7 billion people and almost 900 million people are over the age of 60. The number of people aged 60 and older is expected to triple until 2050. Population ageing demands a radical rethinking of how we organise our societies. Shaping the change means taking action in many different sectors of society and policy.

The 2012 WDA Forum was organized in particular around **innovation** and **implementation**.

How can we build a society of all ages in which the needs of the older people as well as the needs of the younger generations are met? Is ageing a threat or an opportunity? Will some countries do better than others? Is India better prepared for its demographic changes than China? How can Africa deal with its demographic challenge? What difference will technology make? How does medical innovation contribute? Can we increase healthy life years? How to address the NCD challenge? What role does migration play in the demographic transition? How will we age in an urban world? Is our food security ensured? How can the knowledge and the experience of older generations be used in labour markets? Do we have to restructure the pension and welfare systems? What does the longevity dividend mean? Will international organisations make a difference through their policies and action plans?





We have the Knowledge, we have the Evidence, and we must make the Political Choices.

Only if we do NOT act will the Demographic Shift evolve into a Catastrophic “Ageing Tsunami”.

In 2002 the Madrid International Plan of Action on Ageing was released by the Second World Health Assembly on Ageing – its goal was to reach **a society for all ages**. Ten years later – as the Madrid Action Plan is revisited – the 2012 WDA Forum set the challenge: **What needs to be done within the next ten years to shape the demographic shift?** It requested the WDA Forum participants – political leaders, decision makers, the private sector and civil society representatives – to identify the priorities.

Through enabling both an intergenerational and a multi-stakeholder dialogue, the WDA Forum focused on the opportunities for individuals and society, for the young and the old, for governments and business, for cities, regions and countries. The message from the engaging debates between over 100 speakers and about 500 participants from around the world was clear: **It is time to act differently and move beyond silos.**



Keynotes

„We require a Paradigm Shift“

*Robert Madelin
Director-General
for the Information
Society and Media
of the European
Commission, Belgium.*



„We need a paradigm shift of ageing: The negative view of seeing ageing only as a societal challenge needs transformation into a mindframe that sees opportunities and assets. The view that the solution lies in acute, reactive care and in curing disease needs to be shifted to one that puts the priority on preventive and pro-active care and improved functioning.“

*Ewa Björling
Swedish Minister
for Trade*



“Our population is getting older and a smaller proportion of people of working age will have to support an increasing percentage of the population in the future. In the long term this poses a serious challenge to the sustainability of our welfare systems. In order to successfully address these challenges, a forward-looking and broad political strategy is required. In this regard, labor immigration is part of Sweden’s strategy for economic growth, in the immediate- and long-term.”

*Karin Keller-Sutter
Member of the
Governing Council
of Switzerland*



“The numbers show: The demographic change is a fact, and neither an increasing birth rate nor more migration can slow down this process. The demographic change is an irreversible megatrend because it originates from the age distribution of today’s society. This ageing of society makes it indispensable that we ensure financial sustainability of our social institutions. It’s not only about reorganization and parting from valuable assets, but more basically about a revised life plan. The power of Demography will change our society, even though we do not want to acknowledge this today. No party platform, no ideology can circumvent the power of demographic changes.”

Gender Differences in Ageing Well

Disruptive Women in Health Care discussed Gender Differences in Ageing Well

In this luncheon meeting women from various countries had a wide-ranging discussion with a focus on:

- Continued need for research on gender differences and ageing well
- Coping strategies for managing life's transitions
- The importance of education levels for women
- The importance of seeing women and their organizations as key stakeholders
- The cultural and social context and how that affects women's productivity

There is a need for more female investors to develop technologies that specifically address women's concerns. Moreover, there should be more focus on prevention and listening to what the consumer wants. The group concluded that ageing is a process and should be viewed as an opportunity for societal changes that improve the lives of all ages and genders.



Launch of the new e-portal Age-friendly World – Adding Life to Years

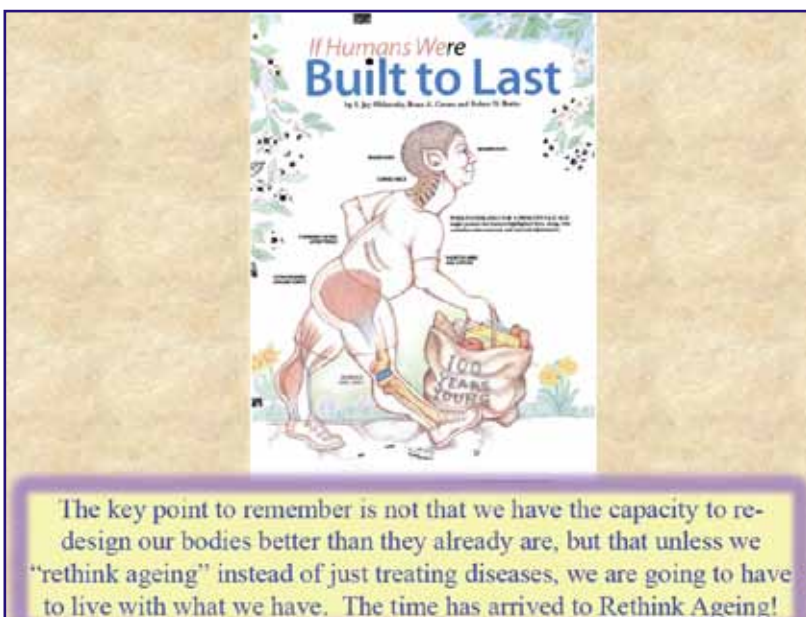
“Agefriendlyworld” is an e-portal which was created by the International Federation on Ageing and the World Health Organization and is managed by the Global Coalition on Ageing. The portal is about all the work which is done in this field. It is for all age groups to share, teach and learn from each other. This portal gives access to the broader audience and provides information, resources and ideas that can help create a more “age-friendly” world. It provides among other things new items, discussions, upcoming events and blogs from experts. It also contains an age-friendly cities map. On this map it is possible to click on the city of interest to get more information about it. Find out more on: www.agefriendlyworld.org

Rethink! Lecture

„We now have the Capacity to take Control over our own Biological Destiny, and we are going to do so.“



Stuart Jay Olshansky, Professor at the School of Public Health, Division of Epidemiology and Biostatistics, University of Illinois at Chicago



The key point to remember is not that we have the capacity to re-design our bodies better than they already are, but that unless we “rethink ageing” instead of just treating diseases, we are going to have to live with what we have. The time has arrived to Rethink Ageing!

An ambitious goal for science and policy: Seven years delay in ageing.

The Longevity Dividend: Significant health and economic benefits would accrue to individuals and societies as a result of slowing down biological ageing.

- **Our fate as an ageing species in terms of population ageing and life extension is set in stone.**
- **Diseases that appear later in life are fundamentally linked to biological ageing:** Even if we reduce all the risk factors and live a perfect life style we will not be eliminating diseases. We still grow old and die – that is the way in which our bodies are designed.
- Our approach to diseases is to attack them, as if they are unrelated, one-at-a-time. But if we just attack them as they arise this may end up increasing frailty and disability among people who make it to older ages in the coming decades: **This approach to diseases will yield diminishing gains in longevity and health.**
- **The human body design is fixed:** There are inherit limits to how long we are capable of living.

The approach that we should be taking in the future is focussed on the biological process of ageing itself. The proposal is to launch „The Longevity Project“, a project designed to accelerate dramatically research designed to slow the biological process of ageing with the goal of improving public health and extending healthy life!

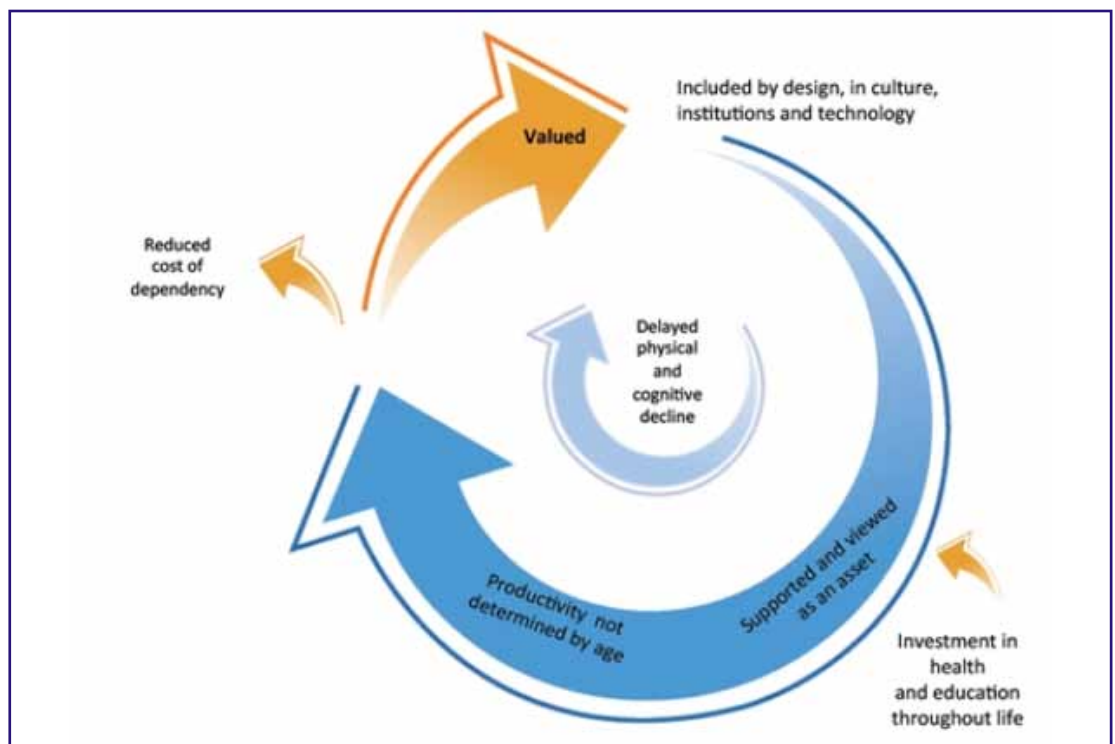
Four Priority Global Challenges were Addressed at the 2012 WDA Forum

Global Challenge: The Urban World

More than half of the global population now lives in cities and this proportion will continue to rise in coming decades. Future cities should become ecosystems of well-being.

A smart city:

- Urbanisation is creating a planet of civic laboratories of well-being.
- The future of well-being takes place in interconnected ecosystems. Through increased experimentation, exploration, and collaboration ecosystems of well-being should be supported and enhanced.
- Importance of **local health microsystems** – inclusive neighbourhoods that allow for integrated service provision and ageing in place – **and age friendly labour settings**.



„Ageing as a Virtuous Circle“ (Keynote Robert Madelin, Slide 9, 2012 WDA Forum)

Global Challenge: Noncommunicable Diseases

The rise of NCDs like cardiovascular diseases, diabetes, cancers and chronic respiratory diseases does not only affect developed countries - **NCDs have also become a problem of the poor.**

Policies should be aligned appropriately. Major conclusions of the 2012 WDA Forum discussion about NCDs are:

- As a priority the FCTC (Framework Convention on Tobacco Control) must be implemented in all countries.
- Health literacy particularly of girls and women and primary health care institutions with a focus on life course approaches and prevention must be strengthened.
- Political and public awareness on the impact of NCDs must be raised as well as a public and media pressure to act. To do so, NGO activism (Non-governmental organisations) and a social movement as mentioned above are necessary.

Global Challenge: Food Security

By 2050 we will have both a more populous and also a more prosperous world. Food production will need to increase by 70 to 100 percent to meet the needs of the growing world population.

Agriculture

Hence, to achieve food security **we have to grow more from less.**

How can we achieve this? One option is to increase yield from small-holder farms – a goal which is possible to achieve, e.g. if standards across countries are equalized and if structural and educational issues are addressed and if farmers get access to the market.

- **Information is power** – providing farmers with the necessary information is crucial to enabling them to increase yield.
- **Calling out to women** – 70 percent of food is produced, but we do not actually see that. Women need to be provided with information.

- **Calling out to the older people** – the population on farms is ageing, hence more consideration should be given to the needs of the older people and their rights should be protected better.

Aquaculture

When it comes to fisheries, human development is still on the level of “hunter and gatherers”. **We have to change our management of the aquatic culture** to manage them in a more efficient way.

Global Challenge: Migration

Migration is and will continue to be an important aspect to deal with the demographic challenges.

Examples of innovative approaches:

Canada

Special policy towards migrants who arrive in Canada to take care of older people and/or infirm Canadians.

Approaches to make remittances easier, cheaper and safer.

Sweden

Migration policy can be proactive in contributing to economic growth – encouraging immigrants to be entrepreneurs, encouraging diaspora to be economically active in their countries of origin, accepting the high economic relevance of remittances, and encouraging successful immigrants to become Swedish citizens after four years.

Switzerland

Although not directly comparable to Sweden, Switzerland can learn a lot from Sweden's migration model. Switzerland has one of the highest shares of migrants (22.6 percent), many of them from neighbouring countries and from within Europe. A high number of foreign nationals are employed in the sectors Tourism, Medicine, Care, and Science. As such, it is crucial that it discusses the topic with a constructive, positive mindset. If it wants to be well prepared for the future Switzerland cannot focus mainly on the negative aspects of migration.



Regional Debates

The debate on population ageing in Africa, India & China highlighted interdependence and inequalities but also chances:

Too frequently the debate focuses on the negative impacts of population ageing – there are fears that societies cannot afford ageing populations and that young people would be unduly burdened by paying for the older people. Speakers at the WDA Forum called for a new type of economic debate on health and ageing focusing on health and the longevity economy. Significant benefits can accrue from ageing to society in terms of GDP growth and employment.

Population ageing is a result of socio-economic development but it also contributes to socio-economic development. Health generates productivity at all ages.

This message must be given to policy makers repeatedly together with strategies for the areas in which they need to invest: food security, immunization, public health measures, education and primary health care. **Better health pays off.**

Comparing India and China – Are they Capturing their Demographic Dividend?

Both countries started from a low per capita income in the 1960s and the 1970s. This situation changed quite dramatically in the 1980s when China's economic rise began. Today China far outstrips India with more than double its per capita income. **China already benefitted from its demographic dividend** and its demographic window of opportunity is rapidly closing. On the other hand, **the window of opportunity for In-**

dia is just opening. India must make the right investments to take advantage of its window of opportunity. Conversely, China must prepare for the upcoming challenges which it will face in the near future. Demography will continue to exert a very potent influence on social, economic and political development in the two most populous countries in the world.





Africa – Addressing Issues of Ageing to achieve Millennium Development Goals

There are important but overlooked connections between addressing issues of ageing and achieving core development objectives in the Sub-Saharan Region. First, there is the **crucial role of older persons in smallholder agricultural production in SSA**, given extensive rural-urban migration or HIV-related incapacity of younger age adults. Raising agricultural productivity and sustainability – as a cornerstone of endeavors to achieve food security – will thus hinge on addressing possible capacity limitations, and engaging with the perspectives of older farmers. Second, older persons have critical intergenerational functions – such as caring for grandchildren in contexts of the HIV-epidemic or labour-related migration, or determining adult children’s land access and use – which directly shape younger generations’ capability for economic engagement.

These examples show that investing in the health and education of older Africans will not only reap greater societal equity, but also direct economic gains. Health and Social sector action to ensure adequate, accessible health care provision and training for SSA’s older population likely carries real opportunities for attaining core human and economic development aims in the region.

Three action points to achieve addressing health and education for the older people in SSA:

- 1. Address corruption – although not completely eliminable, it can be reduced**
- 2. Get global leaders to advocate for issues of the older people**
- 3. Integrate older persons into existing social programs**

Seven Key Requirements to Move Forward

Set the Political Goal: Delay Morbidity and Mortality

The goal outlined in the Rethink! Lecture corresponds with goals that have been set by other stakeholders and which were discussed at the WDA Forum in workshops and plenary sessions. Most prominently featured at the WDA Forum were two goal posts:

At the **United Nations** in 2011 world leaders adopted a Political Declaration on the prevention and control of non-communicable diseases has set the overarching global goal by the world community to achieve a 25 percent reduction of NCDs caused premature mortality by 2025. This goal needs to be pushed as core message.

In its Lisbon Agenda the **European Union** has set the goal of two extra healthy life years by 2020 with the intention of achieving a triple win: improvement of health and quality of life not just for older people but for all, support of long-term sustainability and efficiency of the health and social care systems and fostering of economic development and competitiveness for growth and jobs.

Involve People as Agents of Change

In developing approaches to population ageing one of the biggest problems is the non-involvement of citizens, carers, families and older people themselves. In bringing people of all age groups together the potential of increasing general wellbeing – rather than for one group only – rises. Technology is crucial in this context: Social media platforms can bring people together intergenerational, globally and also on regional levels or in living environments like cities. Sharing knowledge, cooperation, experience, and skills and supporting each other is very important. Older people are active, articulate but often excluded and suffer discrimination. It is a great loss of competence, knowledge and experience for the society when they remain excluded.

Ensure the Commitment to Human Rights

The first and the key guiding principle of the Madrid Plan of action MIPPA is equity. There is now a strong movement in support of a convention for the rights of older people because their rights do not fall naturally within other human rights instruments. In addition, older people must be enabled in order that they can protect their rights.

Drive Innovation and People Centered Technologies

The role of innovation is crucial: the examples discussed at the Forum include innovative technologies to support home care, vaccinations, pharmaceuticals, robots, social media, but also new technologies in agriculture. Technologies can help to achieve acceptability, affordability, sustainability and dependability. Demographics are not a defining factor in determining a country's ICT (information and communication technology) use. In general richer and older populations tend to have higher ICT use. It is necessary to design innovative technological services based on user-centred design approaches. Primary stakeholders, such as end-users and caregivers, should be involved in this. In addition a co-creative approach should be pursued. This approach must involve other stakeholders such as socio-medical service providers, other service providers, product distributors and public authorities. Innovation is frequently based in collaboration.

Make it Possible for all Members of Society to Contribute Productively to Society

When speaking of societies, cities or health services being age friendly we are actually expressing that they should enable quality of life for everyone. The message was clear: the rights of one age group should not be juxtaposed against the others – we need to embark on approaches that create more equity and respect the dignity of everyone. It must be possible for all members of society to contribute productively to society – in the labour market as well as in the community.

Include the Youth Perspective in an Intergenerational Dialogue

To address demographic challenges and capture demographic opportunities, it is absolutely essential that there is solidarity between the generations.

Currently the young feel that in some aspects intergenerational solidarity is unidirectional. Looking for example at youth unemployment rates in many European countries, it is clear that we do not only face demographic challenges due to ageing, but also due to disadvantages experienced by the young. These issues are not less important than the issues related to ageing and urgently have to be addressed.

We need to take into consideration the viewpoint of both the young and the old. Therefore, a real dialogue between young and old is needed.

The WDA Forum fostered such a dialogue in one of its 2012 Special Sessions organized in cooperation with the European Youth Parliament (EYP). Issues at the heart of the young – unemployment, pension financing, family policies, to name just a few examples – were discussed at this session. It turned out that young and old do share some viewpoints on many issues, that common goals could be identified and hence, that it is more than beneficial if young and old work together to address issues at their hearts.



Apply Multi-Stakeholder Approaches

The complexity of the challenges requires multi-stakeholder action. To involve as many organisations as possible, platforms of exchange and mutual support must be created. Those platforms enable different stakeholders to come together and share their ideas and their work in the field. Such approaches were discussed at the WDA Forum special session “Communities of the Future”. Participants stressed that to achieve sustainable solutions an interdisciplinary exchange between the older people and different stakeholders from business, politics and science is crucial. An example: Care units have reacted to the need by the older people to be able to continue living at home as long as possible. They created care models which meet the needs of the older people and as a consequence have created different modes of living. As Antonia Jann from the Age Foundation points out, the involvement of different stakeholders in their projects was crucial to find solutions to meet the needs of the elderly.



List of Speakers

- **ABODERIN Isabella**, Senior Research Scientist, African Population and Health Research Center, Nairobi, Kenya, and Senior Research Fellow, Oxford Institute of Population Ageing, University of Oxford, UNITED KINGDOM
- **AGUADO DE ROS Maria Teresa**, Vaccine Consultant, Formerly Initiative for Vaccine Research (IVR) Immunizations, Vaccines and Biologicals (IVB), World Health Organization (WHO)
- **AMACKER-AMANN Kathrin**, Head Corporate Communications, Swisscom AG, SWITZERLAND
- **ARMITAGE Alanna**, Director, UNFPA Geneva
- **BARRATT Jane**, Secretary General, International Federation on Ageing (IFA), CANADA
- **BEARD John**, Director of the Department of Ageing and Life Course (ALC), World Health Organization (WHO)
- **BENGOA RENTERÍA Rafael**, Minister for Health and Consumer affairs of the Basque Government - Basque Country, SPAIN
- **BJÖRLING Ewa**, Minister for Trade, SWEDEN
- **BLEWITT Richard**, CEO, HelpAge International (HAI), UNITED KINGDOM
- **BLOOM David E.**, Clarence James Gamble Professor of Economics and Demography, Harvard School of Public Health, UNITED STATES
- **BOYLE Peter**, President, International Prevention Research Institute, FRANCE
- **BRENNEISEN Pascal**, Country President, Novartis AG, SWITZERLAND
- **BRUNKE Bernd**, Member of Roland Berger Strategy Consultants' Executive Committee (EC), GERMANY
- **BÜHLER Hans Ulrich**, Gemeindeammann, Gemeinde Stein (AG), SWITZERLAND
- **CHATTERJI Somnath**, World Health Organization (WHO)
- **DARIO Paolo**, Biorobotics Institute Director, Scuola Superiore Sant'Anna, ITALY
- **DURÁN Maria Angeles**, Professor of Sociology and Research Professor at the Council for Research, SPAIN
- **EBERLE Dietmar**, Professur Dietmar Eberle, Departement Architektur, ETH Zürich, SWITZERLAND
- **EBERSTADT Nicholas H.**, Henry Wendt Scholar in Political Economy, American Enterprise Institute (AEI), UNITED STATES
- **EGERSZEGI-OBRIST Christine**, member of the Council of States, AG, FDP, Kommissionen für soziale Sicherheit und Gesundheit (SGK), SWITZERLAND
- **EGGLESTON Karen**, Shorestein APARC Center Fellow, Stanford University, UNITED STATES
- **ENZ Werner**, Redaktor Wirtschaft, Wirtschaftsredaktion, Neue Zürcher Zeitung, SWITZERLAND
- **ERNST Marion**, Head of Ferrero Opera Sociale, Ferrero MSC GmbH & Co. KG, Germany
- **FALCON Rod**, Institute for the Future and Member of the Philips Ageing Well Think Tank
- **FANTOVA Fernando**, Director, Etorbizi – Fundación Vasca para la innovación sociosanitaria, SPAIN
- **FEINBERG Mark**, Vice President and Chief Public Health and Science Officer, Merck & Co., UNITED STATES
- **FIALA-GOLDIGER Doris**, Member of the Swiss National Parliament, SWITZERLAND
- **FRITZ Paul**, CEO, Home Instead Schweiz AG, SWITZERLAND
- **GERRITZEN Berit**, PhD Candidate, University of St. Gallen, SWITZERLAND
- **GILLI Yvonne**, Member of the National Council, SG, Green Party, SWITZERLAND
- **GILVERT René**, Global Head of Marketing Exelon and Stalevo, Novartis Pharma AG, SWITZERLAND
- **GNESA Eduard**, Special Ambassador, Swiss Agency for Development & Cooperation, (SDC), SWITZERLAND
- **GRASL Maria-Anna**, Representative, European Youth Parliament
- **GUNDLAPALLI Ravishankar**, CEO & Founder, MentorCloud, UNITED STATES
- **HAAS Hanns-Stephan**, CEO, Evangelische Stiftung Alsterdorf, GERMANY
- **HACKLER Erhard**, Managing Director, German Senior Citizens League (DSL), GERMANY
- **HADJRI Karim**, Reader, School of Planning, Architecture and Civil Engineering, Queens University Belfast, IRELAND
- **HARPER, Sarah**, Director, Oxford Institute of Ageing, Oxford Institute Of Ageing, University of Oxford, UNITED KINGDOM
- **HENKE Klaus-Dirk**, Professor at the Technische Universität Berlin, GERMANY
- **HERMETSCHWEILER Rolf**, Entrepreneur, Hermap AG, SWITZERLAND
- **HOLM Patrizia**, Professor of Biology at the University of Basel, SWITZERLAND
- **Hoskins Dalmer**, Director, Division of Program Studies, US Social Security Administration, UNITED STATES
- **HUBER Manfred**, Coordinator, Healthy Ageing, Disability and Long-term Care, WHO Regional Office for Europe, DENMARK
- **JAEGGI André P.**, Founding Partner, Portfolio Services, SWITZERLAND
- **JANN Antonia**, Director, Age Stiftung, SWITZERLAND



- **JOSITSCH Daniel**, Nationalrat, Präsident KV Schweiz, SWITZERLAND
- **KALACHE Alexandre**, Head, International Centre for Policies on Ageing, BRAZIL
- **KELLER-SUTTER Karin**, Member of the Council of States, SWITZERLAND
- **KICKBUSCH Ilona**, Director, Global Health Programme, Graduate Institute Geneva, SWITZERLAND
- **KRÜGER Daniel**, Representative, European Youth Parliament
- **LACEY Wendy**, Associate Professor of Law, School of Law, University of South Australia, AUSTRALIA
- **LANDFESTER Ulrike**, Vice president of the University of St. Gallen, SWITZERLAND
- **LÄUBLI Urs**, Senior Partner, Hirzel Neef Schmid Konsulenten, SWITZERLAND
- **LEYHAUSEN Frank**, General Manager, MedCom International GmbH, GERMANY
- **LEZAUN José Javier Yanguas**, Director, INGEMA Foundation, SPAIN
- **LIU Fang**, Assistant Director, China Research Center on Ageing, CHINA
- **LÓPEZ AURELIO FERNÁNDEZ**, Adviser of the Secretary of State for Social Security, and Chair 2009-2010, Social Protection Committee of the EU, SPAIN
- **LOWENSTEIN Ariela**, Head, Center for Research & Study of Aging, University of Haifa, ISRAEL
- **MACHADO Tiago Correia**, Senior International Alumnus, European Youth Parliament (EYP), PORTUGAL
- **MADÉLIN Robert**, Director General for the Information Society and Media, European Commission, BRUSSELS
- **MARCUS Leonard**, Professor, Harvard School of Public Health, UNITED STATES
- **MARIN Bernd**, Executive Director, European Centre Vienna, AUSTRIA
- **MEHIO SIBAI Abla**, Professor, Department of Epidemiology and Population Health, Faculty of Health Sciences, American University of Beirut, LEBANON
- **MEYER Sandro**, Head Corporate Life & Pension, Zurich Financial Services, SWITZERLAND
- **MILLER Mark J.**, Emma Smith Morris Professor, University of Delaware, UNITED STATES
- **MÜNZ Rainer**, Head of Research & Development, ERSTE Group Bank, AUSTRIA
- **NOUWENS Peter**, CEO, Prisma Foundation, THE NETHERLANDS
- **OLSHANSKY Jay S.**, Professor of Sociology, School of Public Health, University of Illinois, UNITED STATES
- **O'NEILL Desmond**, Professor of Medical Gerontology, Trinity College Dublin, IRELAND
- **ÖSTERLE Hubert**, Professor for Information Management, University of St. Gallen, SWITZERLAND
- **PARENT Anne-Sophie**, Secretary General, AGE Platform Europe, BELGIUM
- **PATE Muhammad Ali**, Minister of State for Health, NIGERIA
- **POPOVA Olga**, Postdoctoral Researcher, Institute for East and Southeast European Studies (IOS), Regensburg, GERMANY
- **PRAKASH-MANI Kavita**, Head, Food Security, Syngenta International, SWITZERLAND, and Member of the WEF GAC on Food Security
- **RALSTON Johanna**, CEO, World Heart Federation, SWITZERLAND
- **REDDY K. Srinath**, President, Public Health Foundation, INDIA
- **ROT Niels**, Co-Founder, HUB Zürich, SWITZERLAND
- **RUZVIDZO Thokozile**, Director, African Centre for Gender and Social Development, United Nations Economic Commission for Africa, Addis Ababa, ETHIOPIA
- **SIDORENKO Alexandre**, Senior Advisor, European Centre for Social Welfare Policy and Research, Vienna, AUSTRIA
- **SILFEN Eric**, Senior Vice-President and Chief Medical Officer for Philips Healthcare, and Member of the Philips Ageing Well Think Tank, UNITED STATES
- **SLEZAK Ewa**, Reader, Cracow University of Economics, POLAND
- **STAMBOLIEVA Marija**, Ph.D. candidate, University of Kassel, Kassel, GERMANY
- **VAN DOESBURG Alma**, Academic Coordinator WDA Forum and PhD Candidate, University of St. Gallen, SWITZERLAND
- **WANG Feng**, Senior Fellow and Director, Brookings-Tsinghua Center for Public Policy, The Brookings Institution, UNITED STATES
- **WATTERS Jack**, Vice-President for External Medical Affairs Pfizer, UNITED STATES
- **WEINKE Thomas**, Head Gastroenterology and Infectious Diseases, Klinikum Ernst von Bergmann, GERMANY
- **YUSUFI Islam**, Founder, Analytica Think Tank, Skopje, REPUBLIC OF MACEDONIA
- **ZAIDI Asghar**, Director of Research, European Centre Vienna, AUSTRIA
- **ZELTNER Thomas**, Former Director of the Federal Office for Health, SWITZERLAND

About the WDA Forum

The Mission

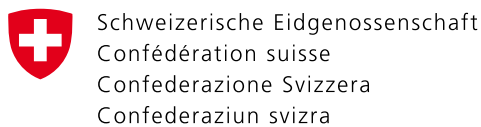
- The World Demographic & Ageing Forum is a leading multi-stakeholder Platform on demographic change, population dynamics and ageing. It focuses on examining the intersection of four relevant prospective sectors – economics, technology, life course and politics. Its mission is to encourage and shape the public policy dialogue on demographic change.
- The WDA Forum is committed to excellence. It brings together the best minds globally to discuss and make sense of the major demographic shifts underway. Latest developments and innovations from around the world are captured. Policies and approaches that address the different dimensions of demographic challenges in the public and the private sector are proposed.
- The WDA Forum is a unique platform where business, academia, politics, NGOs, and civil society meet to explore emerging trends, test out innovative ideas, meet key players and engage in debate. It is international, intergenerational, and interdisciplinary.

The Advisory Board

- Isabella ABODERIN, Senior Research Scientist, African Population and Health Research Center, Nairobi, Kenya, and Senior Research Fellow, Oxford Institute of Population Ageing, University of Oxford, UK
- Jane BARRATT, Secretary General, International Federation on Ageing (IFA), Canada
- John BEARD, Director of the Department of Ageing and Life Course (ALC) at the World Health Organisation
- Marcel F. BISCHOF, Founder of WDA, Spain
- Richard BLEWITT, CEO, HelpAge International, UK
- David E. BLOOM, Clarence James Gamble Professor of Economics and Demography, Harvard University, USA
- Xiao CAIWEI, Assistant President, China National Committee on Ageing (CNCA), China
- Sarah HARPER, Director of the Oxford Institute of Ageing, UK
- Werner HAUG, Director, Technical Division, United Nations Population Fund, New York, USA
- Dalmer HOSKINS, Director, Office of Policy Development and Liaison for Public Trustees, US Social Security Admin., USA
- Alexandre KALACHE, Head, International Centre for Policies on Ageing, Rio de Janeiro, Brazil
- Ilona KICKBUSCH, Director, Global Health Programme, Graduate Institute Geneva, Switzerland
- Nabil M. KRONFOL, Co-Founder, Center for Studies on Ageing in Lebanon, Lebanon
- Andreas KRUSE, Director, Institute of Gerontology, Ruprecht-Karls University of Heidelberg, Germany
- Ariela LOWENSTEIN, Head, Center for Research & Study of Aging, University of Haifa, Israel
- Desmond O'NEILL, President of the European Union Geriatric Medicine Society, Ireland
- Hubert ÖSTERLE, Professor for Information Management, University of St. Gallen, Switzerland
- Anne-Sophie PARENT, Secretary General, AGE Platform Europe, Belgium
- Ursula STAUDINGER, Founding Dean, Jacobs Center on Lifelong Learning and Institutional Development, Jacobs University, and President of the German Psychological Society, Germany

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